selecting information to be associated with said [unit of] mass medium programming based on said schedule, said selected information including at least one of video, audio, and software;

detecting the presence of a control signal at said transmitter station and passing said control signal to said computer, said control signal designating at least one of said [unit] mass medium programming and said [selected] information to be associated with said [unit of] mass medium programming;

controlling a selective transmission [means] device to communicate said [selected] information to be associated with said [unit of] mass medium programming to one of [(1)] a selected signal generator and [(2)] a signal generator at a selected time;

generating [at least some of] a signal containing said [unit of] mass medium programming and said information to be associated with said [unit of] mass medium programming; and

transmitting said signal to a remote receiver station[, said signal containing said unit of mass medium programming and said information to be associated with said unit of mass medium programming].

(Amended) The method of claim [2] wherein [said signal] is one of a [multichannel] broadcast [or] and cablecast transmission, said method further comprising the step of controlling a device to embed [add] said [generated at least some of a] signal in a specific portion of said [multichannel] one of a broadcast [or] and cablecast transmission.

3. ~~5.~~ (Amended) The method of claim ~~2~~ 1, wherein said [unit of] mass medium programming [is a television or radio program or program segment] includes audio, said method further comprising the step of communicating said [unit of mass medium programming] audio to a transmitter in accordance with said schedule.

4. ~~6.~~ (Amended) The method of claim ~~2~~ 1, wherein said [unit of] mass medium programming includes at least one of video, audio, [or] and a graphic, said method further comprising the steps of:

receiving from a subscriber a response to a presentation containing said at least one of video, audio, [or] and a graphic; and

communicating [a] second [unit of] mass medium programming to a transmitter based on said [received] response.

Cancel Sub P1 ~~7.~~ (Amended) The method of claim 2, wherein said information to be associated with said [unit of] mass medium programming is software, said method further comprising the step of selecting at least one of [a] code [module] and [a] data [module], said selected at least one of code and data being [which is] effective to perform one of: (a) control said remote receiver station, (b) [or] serve as a source of receiver specific [datum] data to supplement said [unit of] mass medium programming, and (c) serve as a source of receiver specific data to complete said mass medium programming.

6. ~~8.~~ (Amended) The method of claim ~~2~~ 1, further comprising the step of programming said remote receiver station to select and control the communication of [one or more] said mass medium programming [materials] based on [a] said schedule.

7. ~~9.~~ (Amended) The method of claim ~~2~~ 1, wherein said selective transmission [means] device [is] includes one of a switch and a processor, said method further comprising the step of programming said [receiver] transmitter station to control said selective transmission [means] device.

8. ~~10.~~ (Amended) The method of claim ~~2~~ 1, wherein said selective transmission [means] device [is one of] includes a storage device, said method further comprising the steps of receiving and storing said information to be associated with said [unit of] mass medium programming.

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10. ~~11.~~ (Amended) A method of controlling a transmitter station, comprising the steps of:

[(1)](a) receiving an information transmission to be transmitted;

[(2)](b) receiving a schedule that designates [a unit of] mass medium programming and includes at least one [or more of the group] of a time to transmit said [unit of] mass medium programming [to a remote station] and a channel on which to transmit said [unit of] mass medium programming [to said remote station, which is effective to], said schedule performing at least one of:

[(a)](i) effecting a remote [transmission] transmitter station to: (1) select information to be associated with said [unit of] mass medium programming

based on said schedule, said selected information including at least one of video, audio, and software[,]; (2) [to] generate [at least some of] a first signal containing said [unit of] mass medium programming and said information to be associated with said [unit of] mass medium programming[,]; and (3) [to] transmit said [at least some of a] first signal; [or] and

[(b)](ii) effecting a remote receiver station to: (1) select information to be associated with said [unit of] mass medium programming based on said schedule, said selected information including at least one of video, audio, and software[,]; (2) [to] generate [at least some of] a second signal containing said [unit of] mass medium programming and said information to be associated with said [unit of] mass medium programming[,]; and (3) [to transmit] output said [at least some of a] second signal;

[(3)](c) receiving a transmitter control signal which operates at said transmitter station to communicate at least one of said [computer] schedule and said first signal to a transmitter; and

[(4)](d) transmitting said information transmission, said schedule and said transmitter control signal.

~~12.~~ (Amended) A transmitter station, comprising:

computer means for receiving a schedule that designates [a unit of] mass medium programming and includes at least one [or more of the group consisting] of a time to transmit said [unit of] mass medium programming to a remote receiver station and a channel on which to transmit said [unit of] mass medium programming to said remote receiver station, and selects information to be associated with said [unit of] mass

medium programming based on said schedule, said selected information including at least one of video, audio, and software;

control signal detecting means for detecting the presence of a control signal at said transmitter station and passing said control signal to said computer means, said control signal designating at least one of said [unit] mass medium programming and said [selected] information to be associated with said [unit of] mass medium programming;

selective transmission means for communicating said [selected] information to be associated with said [unit of] mass medium programming to one of [(1)] a selected signal generator and [(2)] a signal generator at a selected time;

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signal generating means for generating [at least some of] a signal containing said [unit of] mass medium programming and said information to be associated with said [unit of] mass medium programming; and

[a] transmitter means coupled to said signal generating means for transmitting said signal to [a] said remote receiver station[, said signal containing said unit of mass medium programming and said information to be associated with said unit of mass medium programming].

Please add the following claim:

9. ~~13~~ The method of claim ~~6~~ 14 wherein said second mass medium programming includes at least one of video, audio, and a graphic.

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